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## IPC Seattle

The International Press Center (IPC) Seattle was founded to assist international journalists cover the dynamic, diverse and vibrant Greater Seattle region. IPC Seattle is managed by the Trade Development Alliance of Greater Seattle. The Trade Alliance-a partnership of the Greater Seattle Chamber of Commerce, the Port of Seattle, Port of Tacoma, City of Seattle, City of Everett, Metropolitan King and Snohomish counties and organized labor-promotes the Greater Seattle region for international trade and business.

The IPC Seattle Journalist Reference Guide is your introduction to this region. In these pages you will find story ideas, background information and helpful travel information. You can find the full text of this guide on our website at [www.seattletradealliance.com](http://www.seattletradealliance.com) (for more information on our website, turn to page 36).

IPC Seattle assists visiting foreign journalists in setting up interviews and making contacts throughout the Greater Seattle region. The IPC Seattle staff also offers research assistance. Located in the heart of downtown Seattle, our office is equipped with telephones, a computer, copiers and a facsimile machine for the convenience of visiting journalists. A messaging service allows journalists to keep track of phone calls while out of the office. Whether you are trying to

schedule an interview with a software company or looking for statistics for your story, IPC Seattle is here to help.

IPC Seattle is part of a network of foreign press centers organized by the United States State Department.

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International  
Press  
Center  
Seattle

## Welcome to Greater Seattle!

Which region of the United States is home to the world's largest airplane manufacturer, the largest software company in the world and one of the world's leading cancer research centers? Which state has one of the largest concentrations of health and medical companies in the United States, the second largest port complex, is one of the nation's leading agricultural exporters and is home to the leading gourmet coffee company? The answer is the Greater Seattle region and Washington state—a part of the U.S. you need to learn more about.

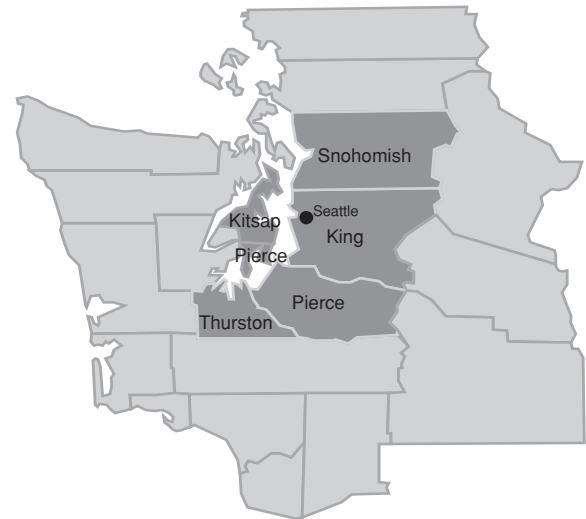


Equidistant by air to Tokyo and London and a full sailing day closer to northern Asia than other major West Coast ports, the Greater Seattle region is strategically located for the new global economy. Our stunning natural beauty combined with cosmopolitan big city culture attracts businesses and visitors from all over the world.

Greater Seattle and Washington state are home to Mount Rainier, the Mount St. Helens volcano, software, espresso carts, fine beer and wine and the Space Needle. The Greater Seattle region, with a metropolitan population of over three million, is also the commercial, educational, cultural and transportation hub of the Pacific Northwest of the United States. It is home to high tech companies, cutting edge research and innovative companies and talent. It is a science region.

## Regional Background Information

Washington state is divided into 39 counties for administrative purposes. Five of these counties comprise the Greater Seattle region: King, Kitsap, Pierce, Snohomish and Thurston. Kitsap County is located on the western edge of the region and shares its eastern border with Pierce County. Pierce, King and Snohomish make up the eastern part of the region and are located, south to north, along the Interstate 5 corridor. Seattle is in King County. Tacoma is in Pierce County and Everett is in Snohomish County.



## Everett

Everett, Washington, is the county seat of one of the fastest-growing counties in the nation. Everett is home to more than 96,000 citizens on 25,000 acres of land and 9,600 acres of water. Along with its strong economy—that provides more jobs than there are residents—the area boasts a wide range of family-centered entertainment, cultural, recreational and educational opportunities. Everett is a center of economic development with an expanding high-technology industrial base, a deep-water port accessing the Pacific Ocean, an established, world-renowned manufacturing and retail core and state-of-the-art naval station. Industrialists from the east saw Everett's potential as a business hub more than a century ago and led its development as a lumber and mill town. Today, the area offers a high quality of life, a vital center for businesses of all types and an important deep-water port that provides access to overseas markets.

## Seattle

The city was named by the area's first white settlers in the 1850's after a local Native American tribal chief, Chief Sealth, whose name the settlers mispronounced. Seattle is located on the eastern shore of Puget Sound, approximately 90 air miles (144 km) east of the Pacific coastline. It is the largest city in Washington, with a population of over 560,000 people. Seattle is the home of the University of Washington, one of the premier educational and research institutions in the

nation. The Port of Seattle is one of the largest container facilities in the United States, with more than 400 acres (162 hectares) of container terminal space, 24 container cranes and an average of 65 steamship calls a month. The Port of Seattle has one of the finest, natural deep-draft harbors in the world. Seattle is one of only six cities nationally to have a major symphony, opera and ballet company, and has one of the country's leading theater communities. In fact, more arts organizations exist in the Greater Seattle area than in any other region of its size in the country. Seattle is home to professional basketball, soccer, baseball and American football teams. It is the nation's model city for recycling. Seattle is also the undisputed espresso capital of America, leading the gourmet coffee trend.

## Tacoma

Clear views of Mount Rainier and the glistening water of the Puget Sound offer a dramatic backdrop for the ever-changing life of Tacoma—"The City of Destiny"—Washington's third largest city, and growing all the time. Tacoma is one of the West's most ecologically diverse areas with an abundance of sea life at its shores and frequent bald eagle sightings in its skies. Home to a magnificent deep-water port, major rail and highway links and offering easy access to a major international airport, the City of Destiny—a name given to Tacoma by her founding fathers a century ago—still rings true today. Tacoma's recent business growth has come not only from world trade,

but also from a \$100 million investment by the City of Tacoma in the largest municipally owned telecommunications network in the country. This business advantage, known as Click! Network, offers a cable television and data-sharing system, which connects Tacoma businesses and residents with the global economy like never before. The availability of Click! has allowed Tacoma to market itself around the world as “America’s #1 Wired City.”

### **King County**

King County encompasses approximately 2,126 square miles (3,400 square km), making it about the same size as Luxemburg. It stretches from the shores of Puget Sound to the crest of the Cascade Mountains. King County, with 1.7 million inhabitants, is the 14th largest county in the United States. King County offers a diverse economic base ranging from high-tech firms like Microsoft on the “Eastside” of Lake Washington, which includes the city of Bellevue, to the manufacturing and distribution sector of the Kent Valley. Boeing Commercial Airplanes is the leading exporter in the area. Nearly 400 international firms have a presence in King County. Seattle-Tacoma International Airport (Sea-Tac), located 13 miles (20.9 km) south of Seattle, ranks as one of the largest gateways in the United States and is considered one of the safest and most convenient airports in the nation.

### **Snohomish County**

Snohomish is the northernmost county in the Greater Seattle area (population 622,900). The county seat and most populous city is Everett (population 95,990). Originally a mill town, Everett and the county were heavily dependent on lumber. In fact, early residents proclaimed their town the “roof shingle capital of the world.” More recently, however, aerospace and shipping have become central to the local economy. Boeing’s 777/747/767 assembly plant, the largest building in the world, is located there. Everett is also home to the new navy homeport. Numerous high technology companies, from software to biotechnology, are located in Snohomish County. Higher education has a strong presence in the county. The University of Washington has a branch campus in Bothell that serves both King and Snohomish counties. Everett and Edmonds community colleges also serve the region.

### **Pierce County**

Bordering King County on the south, Pierce County (population 719,407) is the state’s second largest in population. Tacoma (population 193,556) is the largest of 21 cities and towns within the county. Pierce is one of the most geographically diverse counties in the United States, rising from sea level on Puget Sound to Mount Rainier’s summit at 14,411 feet (4,392 m). While wood and paper products have been prominent in the county’s history, the economy continues to

diversify. High tech companies are located in the county, along with a Boeing Company fabrication facility. The Weyerhaeuser Company, a timber industry giant, was founded in Tacoma. The global investment firm Frank Russell Company advises many of the world's largest pension plans from its Tacoma headquarters. The Port of Tacoma is one of North America's leading container ports. Six container carriers and their alliance partners offer service to major load centers in Asia, Alaska, Hawaii, Guam and the U.S. West Coast. The military also is an important part of the county's economic base with two large facilities, Fort Lewis and McChord Air Force Base, located there. Tourism, bolstered by Mount Rainier's presence, is an important and growing industry. Point Defiance Park in Tacoma is the second-largest city park in the nation. The park contains popular flower gardens and a nationally acclaimed zoo and aquarium. The Washington State History Museum promises to be one of the region's most popular attractions and is part of "museum row" in Tacoma, including the Museum of Glass and Tacoma Art Museum. The museums are part of a downtown renaissance that also includes the Broadway Theatre District, Union Station/Federal Courthouse complex and the University of Washington campus construction project.

### **Washington State**

Washington state was formed from what was once the Oregon Territory. The name comes from the

date on which the U.S. Congress granted a charter for statehood on the 157th anniversary of George Washington's birthday. In the early days of our history, salmon fishing and fur trading were the primary industries here. The area was originally inhabited by Native American groups. The Cascade Mountain range separated the Coastal and Plains Indians. The mountains still divide Washington into two distinct geographical regions. The early European explorers came here looking for the Northwest Passage, the mythical water route to the Atlantic. Although they never found it, they did chart and explore many of the coastal waterways. Later, the fertile valleys east of the mountains were discovered and used for agriculture. Today Washington still benefits from a vibrant fishing industry and an ever-expanding list of crops produced all over the state.

## Top Story Ideas

### Center of High Technology, A Science Region

Stretching from the high tech corridor in Snohomish County through Seattle/King County and down into Pierce County, we are a region of technology, a science region. Some cities boast of technology parks. The Greater Seattle area is one big technology park. Our region has an economy centered on industries of the future. We are home to industry leaders in aerospace, computer software, biotechnology, telecommunications and many other high tech sectors. Boeing Commercial Aircraft and Microsoft, two of the most recognized names for technology, are located here, as are thousands of other technology companies both big and small. Companies such as Nintendo of America, AT&T Wireless, ZymoGenetics and Amazon.com all call Greater Seattle home. More than 2,500 software companies and nearly 500 environmental service technology firms are located in the region. Greater Seattle is one of the nine largest biotechnology centers in the United States. Research institutions such as the University of Washington and Fred Hutchinson Cancer Research Center attract talent and funds creating synergy with the private high technology sector. Washington state, especially the Greater Seattle area, is far above the national average in terms of high tech activity. Employment in five tech sectors is at least 15 percent higher than the national average. More new technology compa-

nies are created here per capita than any other state in the nation—twenty percent more than in California and double the median for all other states. Greater Seattle's economy is truly centered on the future.

### Greater Seattle Region Leads in Biotechnology and Medical Research

The Greater Seattle area and Washington state are among the leading centers in the United States for biotechnology and medical research. The theoretical research conducted at the University of Washington and its world-class medical school, coupled with the applied research conducted at the Fred Hutchinson Cancer Research Center—the largest program in the world devoted to cancer prevention and research—drive the development of this new industry. Greater Seattle researchers have won two Nobel Prizes in medicine in recent years. Today, more than 50 Washington state firms are known to specialize in biotechnology and medical research, including Advanced Technology Laboratories, Amgen, Physio-Control and ZymoGenetics. According to the Brookings Institute, Greater Seattle's research and development alliances are worth \$692 million, the fifth largest in the country. In addition, the region can boast of more than 1,800 life scientists. The Bill and Melinda Gates Foundation, the largest foundation in the world, provides funding for health care initiatives throughout the developing world.

It has helped make Greater Seattle an important medical research and health center.

### **Home to Software**

Many of the information technology companies in Greater Seattle are easily recognizable with Microsoft, Amazon.com and Nintendo of America located here. But you may not be aware of the extraordinary breadth and depth of the industry. Washington state's software and Internet industry is comprised of over 3,000 companies. The industry generated over \$30 billion in annual sales in 2000 and employed approximately 61,000 people. From digital media to dot.com, from educational software to network connectivity, Greater Seattle is home to industry leaders. The state is home to the world's largest software company, biggest online retailer, and largest private software company, yet the majority of technology businesses here are small. Within the WSA (formerly Washington Software Alliance) membership, 39 percent of firms have five employees or less and two-thirds of companies reported no more than \$5 million in 2000 revenue. Exporting has become a proven path to success for many firms, some of which now generate over half their revenues from overseas sales.

### **Leader in Environmental Technology and Services**

Over 400 companies employing 16,000 people give Washington State and the Greater Seattle region one of the largest concentrations in the environmental industry. Regional firms have led

their peers in developing innovative solutions to environmental problems including toxic, radioactive and hazardous waste cleanup, water and air pollution abatement, and recycling and waste management. The University of Washington has a landmark Environmental Management Program combining an MBA curriculum with environmental training and principles. Washington state was ranked 15th in the nation in revenues generated by the environmental sector with approximately \$1.7 billion in 2000.

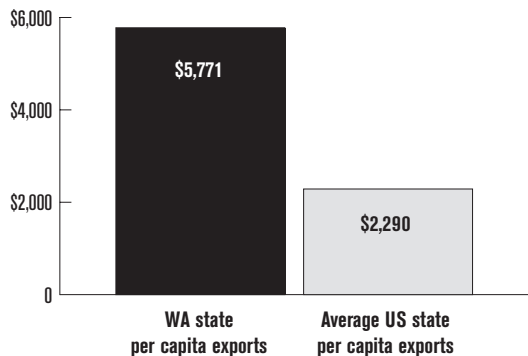
### **World Class Agricultural Products**

From apples to wheat, Washington state companies grow, process and ship more than 100 different crops. One of the nation's top ten agriculture exporting states, Washington growers in every corner of the state produce crops for sale here and abroad. Agriculture accounts for one fifth of the state's annual gross product. In 2000, farmers earned \$5.4 billion, ranking Washington's farms among the top twelve in the nation. Washington ranks first in the nation in the production of apples, lentils, processing carrots, potatoes for french fries, and cherries. Ideal conditions for wine grapes have made Washington second only to California as a U.S. wine producer. Wheat, potatoes, asparagus, peas, lentils, poultry, beef, berries of all kinds—the list of locally grown commodities numbers more than 100. Many varieties of fresh seafood and produce can be sampled daily at Seattle's Pike Place Market.



## Greater Seattle: The United States' Most International Region

No region in the United States is more tied to international trade than Greater Seattle. Whether it is exports or imports, international students or tourists from abroad, the Greater Seattle region's international ties are many and varied. One in three jobs in Washington state are dependent on international trade. In 2000, Washington state exported more than twice the national average of goods overseas. Greater Seattle is perennially one of the top exporting metropolitan regions in the United States. Goods shipped from overseas pass through Greater Seattle area ports to destinations all over the country. Despite a much smaller population, Washington is the fifth-largest exporting state in the United States after California, Texas, New York and Michigan. Per capita, Washington is the largest trading state in the nation, with nearly \$6000 export trade activity per person. But the internationalization of Greater Seattle is more



than just exports and imports. Many of our businesses have overseas ownership. Thousands of international students attend our universities and community colleges, bringing in more than \$200 million to Washington's economy every year. Tourists from Japan to Germany travel here every year. The region hosts major international conferences such as a recent one on infectious diseases in the Pacific Rim. The region's international ties are vast and varied.

## Microsoft, Boeing, Starbucks, Weyerhaeuser: Home to World Class Companies

Greater Seattle is home to Boeing Commercial Aircraft, Microsoft Corporation, Starbucks Coffee and Weyerhaeuser Company, to name just a few of the worldwide recognized companies headquartered here. The region is home to numerous innovative companies that have made a worldwide impact. A passenger on a flight from New Delhi to Frankfurt sits on a Boeing 777, sipping a Starbucks Latte while working in Windows on his laptop. His son next to him is playing on his Nintendo GameBoy. He shops on Amazon.com from his laptop. Without Greater Seattle and its companies, the world would be a far different place.

## Retail with a Flair

The Greater Seattle region offers a strong and diverse retail sector. Many of our stores initiated trends that have swept the nation. Greater Seattle is home to Nordstrom, which revolutionized cus-

customer service in department stores. In addition, Eddie Bauer, REI (Recreational Equipment Inc), Costco, The Bon Marché, Starbucks, Seattle's Best Coffee and Redhook Ale Brewery were all founded here. The retail industry serves not only the local market of more than two million consumers; it serves the entire Northwest as well. Greater Seattle is only a two-hour drive from Canada, and Canadian shoppers frequently avail themselves of the many and varied stores located here.

### **Celebrating Cultural Diversity**

Greater Seattle welcomes cultures and languages from around the globe. Our area's communities maintain more than 25 sister city and county relationships with regions all over the world, reflecting our keen interest in and commitment to global ties. More than 20 consulates and a number of foreign trade offices are located in the region. The Ethnic Heritage Council represents hundreds of organizations and individuals promoting diversity and cross-cultural understanding. An appreciation of languages, tradition and arts of the world is reflected in our daily lives, in schools and offices, in museums, theaters and restaurants. Students at Greater Seattle area public schools come from homes where 77 languages are spoken. Our region demonstrates how foreign language skills and cultural sensitivity can contribute to economic success and a rich cultural landscape. Whether it is the variety of Asian-language newspapers, the Oktoberfest celebrations, Moroccan

restaurants or a visit to the Wing Luke Museum or Nordic Heritage Museum, a multitude of sites, events, products and places reflect the diversity of cultural traditions that make up the Greater Seattle scene.

### **Logistics and Distribution Center**

Greater Seattle is strategically located as a sea and air gateway to, from and throughout the United States. With the rise of transportation and high technology, Greater Seattle has become a competitor in the global economy. Only a nine hour flight from both Tokyo and London, Greater Seattle is strategically located in the new economy. Our marine ports are closer to Asia than any other major port on the U.S. West Coast. The Ports of Seattle and Tacoma combined are the second-largest container transshipment point in the United States. The region is a center for distribution and logistics activities, with first class ports, freight forwarders, customs brokers and the rest of the services that facilitate the free flow of goods. Collectively, Greater Seattle ports have about 800 acres of container terminals, along with two grain terminals. The region also has many distribution facilities, several bulk terminals that handle a wide range of cargo and multiple break bulk facilities. The region is also home to about 10 million cubic feet of cold storage facilities. More than \$50 billion worth of goods flowed through Greater Seattle's ports to and from the world. This incredible trade volume in a state of 5.9 million people, means that trade is our liveli-

hood. Because of all the port activities, an extensive support services industry abounds in the region. There are more than 100 maritime law and fisheries attorneys operating in the region as well as law firms specializing in all facets of international trade. In addition, numerous customs brokers and freight forwarders provide logistics services to the maritime industry in Greater Seattle. Local financial and accounting companies also offer expertise in the maritime industry and in international trade.

### **Outstanding Universities and Colleges**

Greater Seattle and Washington state possess one of the finest public and private college and university systems in America. Students can choose among state universities such as the University of Washington, Washington State University, Western Washington University and Evergreen State College or smaller public and private universities such as Whitman College, Seattle University, the University of Puget Sound and Seattle Pacific University. Each of these schools offers quality and diversity. The crown jewel of the state's education system is the University of Washington (UW), which is located in Seattle (with branches in Tacoma and Bothell) and has more than 34,000 students. The UW is one of the nation's outstanding, comprehensive research institutions and one of the top federal grant recipients in the United States. University research includes landmark work in kidney dialysis, cancer treatment, ceramic engineering, integrated cur-

rent design, software development, oceanography and forest resources. Washington State University in Pullman has recently received national recognition for research in biogenetics, high-yield and disease-resistant wheat strains and monoclonal antibodies. In addition, private four-year colleges such as the University of Puget Sound, Pacific Lutheran University and Seattle University provide top-flight undergraduate and graduate programs. Henry Cogswell College in Everett focuses on preparing students for the high tech world. Numerous community colleges such as Edmonds Community College and North Seattle and South Seattle Community Colleges provide quality educational programs throughout the region. A number of specialty schools, including the Art Institute of Seattle, are also located here.

### **A Great Quality of Life**

Over the years, Greater Seattle has received numerous accolades as a great place to live and do business. Talented people are mobile; they can live anywhere. The Greater Seattle area attracts and retains talented people because of our much-vaunted quality of life. They like the rugged mountains and sparkling rivers and bays found in Seattle, Bellevue, Everett, Tacoma and throughout the region. Theater, dance, music and art for all ages and every taste flourish here. Nature and culture are the heart and soul of our character, creating a way of life that is the envy of America. What makes a region livable? Good schools for our children. Good government with public works

that make the economy run. Parks, arts, children's museums, award-winning zoos, science centers, good restaurants, ample recreational opportunities and a beautiful environment. We are lucky to have all these and we are working to ensure they will be here for the next generation as well.

### **Innovative Seattle**

Greater Seattle has become a recognized home of innovative companies, industries, civic efforts, arts and fashions. From e-commerce to gourmet coffee, Greater Seattle companies and organizations set trends and are leaders and innovators in their fields. Whether it is creating video streaming on the Internet or setting the trend for fringe theatre, Greater Seattle companies and individuals are continuously creative. What makes the Greater Seattle area such an incubator for innovation? Maybe it's the concentration of high technology companies. Or maybe it's the great outdoor life—the mountains, lakes and ocean—that attracts innovative personalities. Perhaps it's the vibrant art scene or the first-class educational institutions. Or, maybe it's a combination of all of these factors that make Greater Seattle a hotbed for innovative companies and individuals; a place where tomorrow's technologies are being produced today.

### **Greater Seattle's Vibrant Cultural Life**

The Puget Sound region boasts one of the most vital and diverse cultural communities in the United States. More arts organizations exist in the

Greater Seattle area than in any other region of its size in the country. In recent years, some of the biggest hits on Broadway have had their start in Seattle theaters. In the world of music, the Seattle Opera draws praise from critics around the world, especially for its productions of Wagner's Ring Cycle. The Seattle Symphony is one of the most recorded symphonies in the country and has received many Grammy nominations for its recordings. The Pacific Northwest Ballet Company opened the Melbourne International Festival of the Arts in Australia. The Seattle International Film Festival is the most heavily attended and one of the most important film festivals in the United States. Tacoma's Museum of Glass features a distinctive cone-shaped building and exhibits highlighting a variety of glass art. Linking the museum to downtown Tacoma is the Dale Chihuly Bridge of Glass featuring the artwork of the renowned Northwest glass artist that gives the bridge its name. The Experience Music Project at Seattle Center is an innovative music museum with events and exhibits exploring all facets of modern music. The Seattle Asian Art Museum claims one of the finest collections of Asian art in the country. Seattle Center hosts more than 5,400 performances for 1,500 entertainment, cultural and educational events annually. The region also has dozens of exceptionally diverse smaller organizations presenting high-caliber, innovative work in every field from internationally acclaimed, cutting edge contemporary

performance to children's theater to a fringe theater festival.

### **Services and Location for International Business**

As a global crossroads, Greater Seattle is equidistant by air to Tokyo and London. Our time zone gives us the opportunity to conduct business with Europe in the morning and Asia in the late afternoon. Our strategic location makes it easy for businesses such as the global investment and financial services firm Frank Russell Company to conduct international business. Frank Russell Company advises on \$600 billion in assets for many of the world's largest institutional investors and retirement funds from its headquarters in Tacoma. Investors track the Russell 2000 stock market index in the Wall Street Journal every day, as well as Russell indexes in Canada and Japan. Other international financial firms such as KPMG, Peat Marwick and Price Waterhouse also provide important services in the Greater Seattle area.

### **Center for International Cultural Activities for Children**

Greater Seattle has developed a wide range of museums, festivals and activities with international flavor for children. Seattle hosts the largest International Children's Festival in the United States which each year brings performing groups from all over the world. The Woodland Park Zoo, which has been ranked as one of the ten best in the nation, contains international living habitat

exhibits such as Thai logging camps, Asian tropical forests and an African savannah. The Children's Museum at Seattle Center has exhibits on Japanese housing and African villages. Also at Seattle Center is the Charlotte Martin theatre. This new children's theatre has been called one of the best in the United States. The Pacific Science Center is one of the United State's largest science exhibitions and is one of Washington state's most well-attended attractions. A multitude of other museums, events and organizations provide multicultural activities and exhibits aimed at children.

## Local Statistics and Information

### Top Markets for Greater Seattle's Exports

Asia accounts for a large percentage of Seattle's foreign trade, but area firms also export their products to other regions of the world. In the year 2001, the ten largest importers of Washington state products (non-transportation) were:

- |                   |                |
|-------------------|----------------|
| 1. Japan          | 6. South Korea |
| 2. Canada         | 7. Mexico      |
| 3. Taiwan         | 8. Germany     |
| 4. China          | 9. Netherlands |
| 5. United Kingdom | 10. Hong Kong  |

*Data Source: Miser Data from USEAC*

### Top Exports

Total Washington exports in 2002 were \$35 billion making it the fifth largest exporter in the United States. Washington exports grew by over eight percent in 2001. So what Washington products are popular on the international trading scene? In 2002, Washington's top ten exports were:

- |                                       |                                  |
|---------------------------------------|----------------------------------|
| 1. Transportation/<br>Aerospace       | 6. Special Industry<br>Machinery |
| 2. Software                           | 7. Medical Equipment             |
| 3. Agricultural crops                 | 8. Telecommunications            |
| 4. Electronic/Scientific<br>Equipment | 9. Environmental                 |
| 5. Wood Products                      | 10. Biotechnology                |

*Data source: Washington State Office of Trade and Economic Development*

### Port of Seattle

The Port of Seattle plays an indispensable role in Greater Seattle's ability to conduct international trade. It is the nation's fourth-largest container port and twentieth in the world. It is also the operator of the Seattle-Tacoma International Airport, the primary air transportation hub of the state of Washington and the northwest United States. It is one of the leading international gateways for Asian and European traffic. Seattle's marine port is served by 27 different shipping lines; the airport by 52 carriers. In 2000, the Port of Seattle's two-way trade totaled \$32.3 billion.

### Port of Tacoma

The Port of Tacoma serves 14 different shipping lines and is one of North America's leading container centers. Six container carriers and their alliance partners offer service to load centers in Asia, Alaska, Hawaii, Guam and the United States west coast. Tacoma is the state's largest center for importing autos and exporting logs and lumber. It is the only port in the country with three dockside intermodal rail yards, and is the nation's largest on-dock container rail yard. Port activities account for more than 28,000 jobs in Pierce County, and 101,000 jobs in Washington state.

### Port of Everett

Located a half-hour north of Seattle, the Port of Everett uses recently modernized facilities for

handling the primary exports of logs, lumber and agricultural products such as apples, pears and potatoes, as well as frozen products such as poultry and beef. The Port of Everett currently operates 8 berths and handles approximately 1 million tons of cargo per year.

### **Sister Cities and Counties**

The Greater Seattle region has an extensive web of sister cities, counties and ports around the world. Seattle has the second-largest sister city program in the country and was the first to establish a relationship in the former Soviet Union. Seattle's oldest sister city relationship is with Kobe, Japan which has been thriving since 1957. Tacoma's first sister city relationship with Kokura, Japan was established in 1959. Snohomish county currently holds sister county relationships with Danjin County and Tainan County. To see a full list of King, Pierce, and Snohomish sister city, county and port relationships please visit: [www.cityofseattle.net/tda/trade\\_info/sister\\_city.htm](http://www.cityofseattle.net/tda/trade_info/sister_city.htm)

### **Library Services**

The Greater Seattle Public Libraries contain invaluable resources for the visiting journalist. All the libraries offer the use of their books, periodicals, and on-line computer services free of charge. Information in the libraries Business Section is available on worldwide topics of interest. The librarians at any of the information desks are very helpful and can assist you in gathering specific materials to fit your needs.

Seattle Public Library  
1000 Fourth Avenue  
Seattle, Washington 98104  
(206) 386-4636

Tacoma Public Library  
1102 Tacoma Avenue South  
Tacoma, WA 98402  
(253) 591-5622

Everett Public Library  
3702 Hoyt Avenue  
Everett, WA 98201  
(425) 257-8000

### **Consulates in the Greater Seattle Area**

Australia	(206) 575-7446
Austria	(206) 624-9887
Belgium	(206) 728-5145
Bolivia	(206) 244-6696
Canada	(206) 443-1777
Cyprus	(425) 827-1700
Denmark	(206) 230-0888
Estonia	(206) 467-1444
Finland	(425) 451-3983
France	(206) 443-4703
Germany	(206) 682-4312
Great Britain	(206) 622-9255
Guatemala	(206) 728-5920
Hungary	(425) 739-0631
Iceland	(206) 783-4100

Italy	(206) 822-3332
Japan	(206) 682-9107
Korea, South	(206) 441-1011
Luxembourg	(425) 822-4607
Malawi	(206) 745-3113
Mexico	(206) 448-3526
Netherlands	(425) 861-4437
New Zealand	(206) 525-0271
Norway	(206) 623-3957
Peru	(206) 488-4705
Russia	(206) 728-1910
Sweden	(206) 622-5640
Switzerland	(206) 762-1223

## Getting Around

### Buses

The Greater Seattle region has an extensive transit system for your transportation needs.

METRO, Seattle and King County's bus system, has an extensive network of routes throughout downtown and the city's suburbs. METRO also has a Ride Free Area downtown (6 a.m. to 7 p.m.), including a 1.3 mile METRO Bus Tunnel that runs underneath downtown Seattle. For more information about routes and rates contact METRO at (206) 553-3000 or <http://transit.metrokc.gov/>.

Regional public transportation is provided by neighboring counties and their own companies. Pierce Transit provides service to the south with 59 routes that operate on more than 900 miles of city streets, county routes and state highways, SHUTTLE (specialized transportation for people with disabilities), vanpool, ride matching and intercounty express service to Seattle, Sea-Tac Airport and Olympia. Contact Pierce Transit at (253) 581-8000 or [www.ptbus.pierce.wa.us](http://www.ptbus.pierce.wa.us).

For bus service to the north of King County you can take Community Transit. Community Transit provides both local and commuter routes to and from areas such as Lynnwood, Marysville, Edmonds, Monroe, Mukilteo. Contact Community



Transit at (425) 353-RIDE , 1-800-562-1375 or [www.commtrans.org](http://www.commtrans.org).

Service across the Sound provided by Kitsap Transit. For more information on routes and rates contact Kitsap Transit at (360) 373-2877 or [www.kitsaptransit.org](http://www.kitsaptransit.org).

Sound Transit Express buses provide convenient, frequent, two-way service every day to destinations throughout the region with limited stops. (206) 398-5000 or [www.soundtransit.org](http://www.soundtransit.org). Sound Transit also has commuter rail service between Tacoma and Seattle and between Everett and Seattle.

*Note: You must use exact change on all the transit systems.*

### Taxis

Taxis may be flagged down on the street, but Greater Seattle taxis do not randomly cruise about the cities looking for fares. Telephone requests are the best way to get a taxi. A taxi will normally arrive about five minutes after you call. Taxis can also be found outside major hotels. There are also taxi stands outside the Westin Hotel (5<sup>th</sup> Ave) and the Washington State Convention & Trade Center (Pike Street) in downtown Seattle.

AAA Cab, Everett	(425) 423-9999
Far West Cab, Seattle	(206) 622-1717
Yellow Cab, Seattle	(206) 622-6500
Yellow Cab, Tacoma	(253) 472-3303

### Rental Cars

Alamo	1-800-327-9633
Avis	1-800-831-2847
Budget	1-800-527-0700
Dollar	1-800-800-4000
Enterprise	1-800-736-8222
Hertz	1-800-654-3131
Thrifty	1-800-847-4389

### Ferries

The Washington State Ferry System is the largest in the United States serving eight counties within Washington and the Province of British Columbia in Canada. The system operates 29 ferries with ten routes serving twenty terminals. The ferry running from Seattle to Bainbridge Island offers a spectacular view of Seattle, Elliott Bay and Puget Sound. The large, comfortable ferries are easily accessible. The ferries leave from Colman Dock on Pier 52 along the Seattle waterfront every 40–60 minutes. The Seattle-Bainbridge Ferry is approximately 35 minutes sailing. Another ferry connecting the central sound area is the Edmonds-Kingston. The Edmonds-Kingston ferry has a travel time of approximately 30 minutes and leaves the docks every forty minutes. For your travel needs from Tacoma to

Vashon Island, the Pt. Defiance-Tahlequah ferry is available. It is a short fifteen minute ride, and you can catch it every 50 minutes. For more information about ferry service, routes and schedules, please call the Washington State Ferries at (206) 464-6400 or find them online at [www.wsdot.wa.gov/ferries](http://www.wsdot.wa.gov/ferries)

### Monorail

The Seattle Center Monorail, the nation's first full-scale commercial monorail system, provides elevated rail transportation from downtown Seattle to Seattle Center. The Monorail runs every ten minutes. The Seattle Center Monorail operates Monday through Friday from 7:30 a.m. to 11 p.m. and Saturday through Sunday from 9 a.m. to 11 p.m. The monorail is being expanded and in 2007 will run from the Ballard neighborhood to West Seattle.

### Airport Shuttle

The Gray Line Airport Express provides transportation to Sea-Tac International Airport from most Seattle hotels. Gray Line buses leave downtown Seattle twice an hour from 5 a.m. to 11 p.m. Call (206) 626-6088 for more information. Super Shuttle provides door-to-door transportation to and from the airport 24 hours a day. The average travel time from downtown Seattle to the airport is twenty minutes; though, this can fluctuate depending on traffic. For more information and reservations, call (206) 622-1424.

### Airlines

Air Canada	1-888-247-2262
Air France	1-800-237-2747
Alaska Airlines	1-800-252-7522
America West	1-800-235-9292
American Airlines	1-800-433-7300
British Airways	1-800-247-9297
Cathay Pacific Air	1-800-233-2742
China Airlines	1-206-224-3541
China Eastern	1-206-343-5582
Continental Airlines	1-800-523-3273
Delta Airlines	1-800-221-1212
EVA Airways	1-206-242-0959
Gulf Air	1-800-553-2824
Hawaiian Airlines	1-800-367-5320
Horizon Airlines	1-800-547-9308
Japan Airlines	1-800-525-3663
Korean Airlines	1-800-438-5000
Mexicana Airlines	1-800-531-7921
Northwest Airlines	1-800-225-2525
Philippines Airlines	1-800-435-9725
Qantas Airways	1-800-227-4500
Scandinavian Airlines	1-800-221-2350
Singapore Airlines	1-800-742-3333
South African Airways	1-800-722-9675
Southwest Airlines	1-800-435-9792
Swiss Air	1-800-221-4750
Thai Airways	1-800-426-5204
United Airlines	1-800-241-6522
US Air	1-800-428-4322

## Information on the Internet

(Greater Seattle International Business, Trade,  
Investment and Tourism Center Web Site)

You can find the full text of this *Guide* and plenty of additional information on the Greater Seattle area by accessing our website. The International Business, Trade, Investment and Tourism Center on the Internet provides links to dozens of other useful international websites, contains a Business Card Directory of Trade Alliance member companies and organizations, as well as the latest news on the Greater Seattle area. In addition, our website contains information on the Greater Seattle area in 15 different languages including Japanese, Chinese, Russian and Vietnamese.

- **What's Happening in Greater Seattle**

The latest news from the Greater Seattle area.

- **Trade/Business Information**

Trade statistics, special reports, links to other useful websites and much more.

- **Business Directory**

Search a directory of Trade Alliance member companies by industry sector or company name.

- **Greater Seattle Industries**

Information on Greater Seattle industries, e.g. software & information technology.

- **Tourism & Visitor Information**

Outdoor getaways, cultural information and how to get around.

- **International Press Center**

*Journalist Reference Guide* online, international press centers and much more media information.

- **Business Trip Guide**

Planning assistance for the business traveler's visit to Greater Seattle.

*Come visit our one-stop shop of information on the Greater Seattle area:*

**[www.seattletradealliance.com](http://www.seattletradealliance.com)**

## Cultural and Recreational Information

Greater Seattle is the cultural center of the Pacific Northwest. Our region has won national accolades over the years for its unique blend of sophisticated arts scene, fun tourist activities, breathtaking natural beauty and outdoor recreational opportunities.

In 2001, Seattle was ranked in the American Society of Travel Agent's Top 10 Domestic Destinations. Visit such original and popular sites in Seattle as: Pike Place Market, the Space Needle, Pioneer Square Historical District, the Seattle Aquarium, Woodland Park Zoo, the Seattle Waterfront, and the International District. The Seattle Center, with over ten million annual visitors, is one of the nation's most extraordinary urban parks and entertainment centers. In Everett visit delightful and fun places as: the Children's Museum, Center for the Arts at Monte Cristo or the Performing Arts Center. While in Tacoma stop by "Museum Row" to see the Museum of Glass, Washington State History Museum, and the Working Waterfront Museum. In addition, Tacoma is home to Point Defiance Park which includes the world renowned Point Defiance Zoo. During your stay in Greater Seattle, experience and enjoy the area's wonderful attractions, superb arts scene and relaxed lifestyle.

For more information on tourist activities:

- Seattle-King County Convention and Visitors Bureau (206) 461-5840.
- Snohomish County Tourism Bureau (425) 348-5802
- Tacoma Regional Convention and Visitor Bureau (253) 627-2836

## Sports

Greater Seattle is home to many sports teams and athletic competitions. Baseball, basketball, soccer and American football are all played at the professional level. The Mariners play in SAFECO field. The Sonics play in the Key Arena located in the Seattle Center, which is also home to the Seattle Storm (women's basketball), and the Seattle Thunderbirds (hockey). Both the Seattle Seahawks American football team and the Seattle Sounders (soccer) play at Seahawks stadium next to Safeco Field.

Sports are also popular at the University level. The University of Washington Husky football team is a perennial Pacific 10 Conference contender. The women's and men's basketball teams are also exciting to watch.

## Restaurants

Greater Seattle is renowned for its wonderful restaurants that serve everything from northwest

seafood to international ethnic cuisine. Greater Seattle restaurants have been featured by the Food Network on shows such as “Best of,” “Food Nation” and “\$40 a day” for high quality and diverse taste. Check out Capitol Hill, the International District, the University District, and Fremont in Seattle; the Thai, Vietnamese, and Chinese restaurants and many coffee houses in Everett; or the many choices for fine wine and seafood or rustic brewery dining in the Tacoma area. These are just some of the Greater Seattle area choices replete with eclectic gourmet dining options. For a complete list check out the local yellow pages or ask any Greater Seattleite.

## World Timetable

Seattle	Guatemala	New York	London	Madrid	Moscow	Beijing	Seoul	Viadostok
Vancouver, B.C.	Mexico City	Ottawa	Dublin	Rome	Cairo	Brunel	Seoul	Viadostok
San Francisco	Houston	Wash. D.C.	Dakar	Frankfurt	Jerusalem	Hong Kong	Seoul	Viadostok
Los Angeles	Chicago		London	Paris	Riyadh	Kuala Lumpur	Seoul	Viadostok
0100	0300	0400	0900	Berlin	Damascus	Singapore	Seoul	Viadostok
0200	0400	0500	1000	1100	Athens	Taipei	Seoul	Viadostok
0300	0500	0600	1100	1200			Seoul	Viadostok
0400	0600	0700	1200	1300			Seoul	Viadostok
0500	0700	0800	1300	1400			Seoul	Viadostok
0600	0800	0900	1400	1500			Seoul	Viadostok
0700	0900	1000	1500	1600			Seoul	Viadostok
0800	1000	1100	1600	1700			Seoul	Viadostok
0900	1100	1200	1700	1800			Seoul	Viadostok
1000	1200	1300	1800	1900			Seoul	Viadostok
1100	1300	1400	1900	2000			Seoul	Viadostok
1200	1400	1500	2000	2100			Seoul	Viadostok
1300	1500	1600	2100	2200			Seoul	Viadostok
1400	1600	1700	2200	2300			Seoul	Viadostok
1500	1700	1800	2300	midnight			Seoul	Viadostok
1600	1800	1900	midnight	0100*			Seoul	Viadostok
1700	1900	2000	0100*	0200*			Seoul	Viadostok
1800	2000	2100	0200*	0300*			Seoul	Viadostok
1900	2100	2200	0300*	0400*			Seoul	Viadostok
2000	2200	2300	0400*	0500*			Seoul	Viadostok
2100	2300	midnight	0500*	0600*			Seoul	Viadostok
2200	midnight	0100*	0600*	0700*			Seoul	Viadostok
2300	0100*	0200*	0700*	0800*			Seoul	Viadostok
midnight	0200*	0300*	0800*	0900*			Seoul	Viadostok

\* the following day

## Useful Local Information

### Currency Exchange

Take care of all your foreign currency and traveler's check needs at the many Bank of America and U.S. Bank branches in Greater Seattle:

#### Bank of America

Seattle Metropolitan Branch  
1309 4<sup>th</sup> Avenue  
Seattle, WA 98101  
Hours: Mon.-Fri. 9-5.

Tacoma Main Branch  
101 S. 9<sup>th</sup> Street  
Tacoma, WA 98402  
Hours: Mon.-Thurs. 9-5, Fri. 9-6

Everett Main Branch  
1602 Hewitt Avenue  
Everett, WA 98201  
Hours: Mon.-Thurs. 9-5, Fri. 9-6

#### U.S. Bank

Seattle Main Office  
1420 Fifth Avenue  
Seattle, WA 98101  
Hours: Mon.-Thurs. 9-5, Fri. 9-6

Tacoma Main Office  
1145 Broadway-Suite 100  
Tacoma, WA 98402  
Hours: Mon.-Fri. 9-5

Everett Office  
1702 Hewitt Avenue  
Everett, WA 98201  
Hours: Mon.-Thurs. 10-5, Fri. 10-6

### Emergency Information

Medical/Fire/Police: 911  
Poison Center: (206) 517-2394  
The Harborview Medical Center: (206) 731-3074, located at 325 9<sup>th</sup> Ave, is the emergency trauma center for the Pacific Northwest.

### Weather and Time Check

For local time, date, and temperature call (206) 361-8463. For local weather forecast call (206) 526-6087.

### Climate and Weather Information

Greater Seattle benefits from mild temperatures year-round. Temperatures rarely drop below freezing in the winter or rise above 80 degrees Fahrenheit (27°C) in the summer. Despite our rainy reputation, Greater Seattle receives less average yearly rainfall than New York and Washington, D.C. Still, when visiting, it is wise to pack an umbrella.

## Bookstores

Greater Seattle residents buy more books per capita than almost anywhere else in the United States, and this is reflected in the wide variety of bookstores that cater to the local reader. A number of national chain stores are located throughout Greater Seattle, including Barnes and Noble, B. Dalton and Border's Books. The University Book Store at 4326 University Way, N.E., in the University District, is one of the nation's largest and it has smaller branches in Bellevue and Bothell. The Elliott Bay Book Company, at 101 South Main Street in Pioneer Square, has more than 125,000 titles (including international selections) and a café. Other bookstores include Brentano's in Westlake mall and Shorey Bookstore at 1109 N 36<sup>th</sup> Street, which has a wide selection of used and new books. Tacoma and Everett also offer a wide variety of bookstores to please every type of reader. Steep & Story: Books and Tea, at 1936 Pacific Ave, has a wide selection with a specialty in modern literature. Sirius Books in Everett, at 9109 Evergreen Way, specializes in discounted hiking and mountaineering titles and Native American books and crafts.

## Newsstands

Nearby sources of international news are:

- *Read All About It* located at First Avenue and Pike Street at the Pike Place Market, Seattle. (206) 624-0140

- *Steve's Broadway News* located at 204 Broadway Ave. East, Seattle. (206) 624-0140
- *Bulldog News* located at 4208 University Way N.E., Seattle. (206) 632-6397

## Local Media

Seattle has two daily newspapers. The *Seattle Post-Intelligencer* is the oldest morning paper in the state of Washington, and is owned by The Hearst Company. *The Seattle Times*, the largest daily paper in the state, is locally and family-owned and operated. Greater Seattle has a number of other newspapers, including *The Everett Herald* (Washington Post Group), the *Journal American* and the *Tacoma News Tribune* (McClatchy Company). Business newspapers and journals include the *Puget Sound Business Journal*, *Washington CEO Magazine* and the *Journal of Commerce*. Weekly newspapers include the *Seattle Weekly* and *The Stranger*.

The CBS affiliate in Seattle is KIRO, Channel 7. The NBC affiliate is KING TV, Channel 5. The ABC affiliate is KOMO TV, Channel 4. The Public Broadcasting Service Affiliate is KCTS, Channel 9. Cable offers a wide variety of national, regional and Canadian Channels. Radio Stations run the full spectrum of music and talk-show formats.

## Locations for Great Photographs of Greater Seattle

### West Seattle (looking east towards city)

Exit West Seattle Freeway from I-5 or Highway 99 and drive towards West Seattle. Exit on Admiral Street. You will go up a moderately large hill. Near the top of the hill, on your right, will be a pull-off point. That is where the view is.

### Queen Anne Hill (looking south towards city)

From our office, drive north on 4<sup>th</sup> Avenue. Turn left on Denny. Turn right on 1<sup>st</sup> Avenue past Larry's Market (on your right) and Easy Street Records (on your left). Turn on Roy Street. Turn right onto Queen Anne Avenue. Follow this up the hill. About half-way up the hill, turn left on Highland. Follow Highland about half a block until you will see a grass clearing on your left. This will give you a great shot of the city looking south.

### Dr. Rizal Park, from Beacon Hill (looking north towards city)

From our office, take 5<sup>th</sup> Avenue South towards the International District. Turn left on Jackson Street. Turn right on 12<sup>th</sup>. Follow this approximately 3 blocks or so. Look back and to your right and you will see Dr. Rizal Park and a good view of the city. If you get to Atlantic Street you have gone too far.

### Boeing Facilities in Everett

From Interstate 5 North or South, take Exit 189 to State Highway 526 West. Drive for about 3 and 1/2 miles and then follow the signs to the Tour Center. It is located near the west end of the assembly building.

### Everett Waterfront including Navy Homeport

From Interstate 5 North or South, take Pacific Exit. Take a right on Grand Street. At 16<sup>th</sup> and Grand is park with lookout and great views of waterfront.

### Mukilteo Ferry Terminal (Good shots of Washington ferry and lighthouse)

From Interstate 5 North or South, take Highway 525 North exit. Proceed 8 miles on Highway 525 and turn right on Front Street.

*Following three locations are accessed from Pacific Avenue in downtown Tacoma. Take City Center exit from Interstate 5, then the South 21<sup>st</sup> Street exit. Turn left at the stoplight and go one block, immediately getting into the right-hand lane. The next stoplight is at Pacific Street. Turn right.*

### Tacoma's New Museum District (Chihuly Bridge of Glass, Museum of Glass Esplanade & Thea Foss Waterway)

From Pacific Avenue in the 1900 block of Tacoma, walk across the pedestrian-only Chihuly



Bridge of Glass—great photo opportunities from the bridge back at downtown Tacoma and south across the Thea Foss Waterway with Mount Rainier in the background. Cross the bridge onto the Museum of Glass rooftop for additional great vistas.

### **Tacoma Art Museum**

1701 Pacific Avenue—just one long block north of the Chihuly Bridge of Glass. Go to the top floor, open-air deck to shoot the vista which includes the Museum of Glass and its landmark, angled, 28-meters silver cone Hot Shop, plus Thea Foss Waterway with Mount Rainier in the background.

### **View of port, water and downtown Tacoma**

From downtown, take Pacific Avenue south straight up the hill. Turn left on E. 38<sup>th</sup> Street and follow it across a ravine bridge—Stanley & Seaforts is on the left just past the bridge. Great view from deck of downtown Tacoma, Commencement Bay and the Port of Tacoma.

## **Acknowledgements**

Parts of this guide have been updated from the 1996 version of the *Journalist Reference Guide* completed by Amy Sutton and Sam Kaplan. This Guide was completed by Trade Alliance Intern Daveleen DeMars under the project management of Sam Kaplan. The full text of the *Journalist Reference Guide* can be found on the Trade Development Alliance of Greater Seattle's website:  
[www.cityofseattle.net/tda/ipc/journalists\\_guide.htm](http://www.cityofseattle.net/tda/ipc/journalists_guide.htm)



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c/o Trade Development Alliance  
of Greater Seattle  
1301 Fifth Avenue, Suite 2500  
Seattle, WA 98101-2603 USA

Tel: 1-206-389-7330  
Fax: 1-206-624-5689  
Email: [tdags@seattlechamber.com](mailto:tdags@seattlechamber.com)  
[www.seattletradealliance.com](http://www.seattletradealliance.com)

# IPC Seattle **Journalist Reference Guide**



International  
Press  
Center  
Seattle

Trade  
Development  
Alliance of  
Greater Seattle